

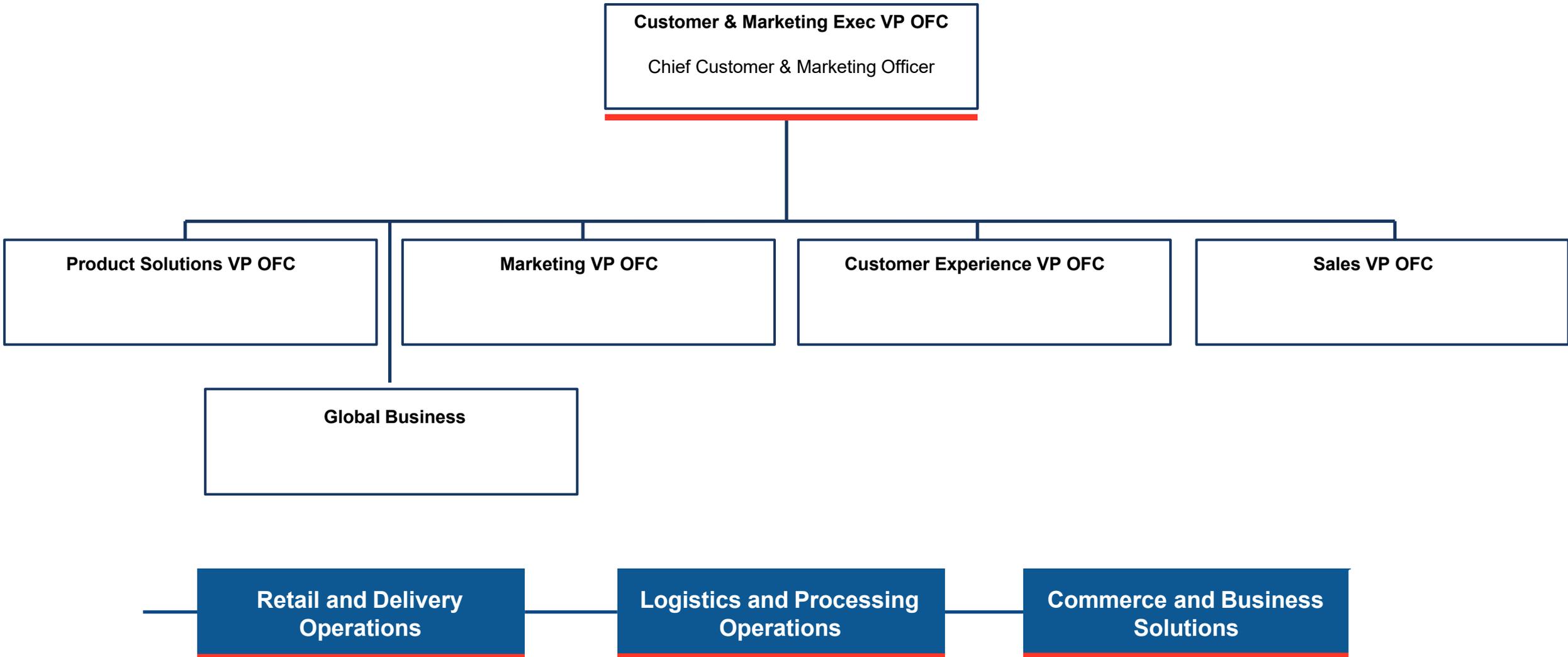
# National Postal Policy Council

Steve Monteith, Chief Customer and  
Marketing Officer - USPS

# Organizational Changes

The USPS's new organizational structures will drive operational efficiency and growth.





# Market Research

# Creating Connection

The Real Value of Mail Is The Connection it Creates.

**65%** Consumers Agree Mail Lifts Their Spirits

**64%** Feel More Isolated Due to Coronavirus

**52%** Feel More Connected to People Through the Mail

**#1** USPS is Most Trusted Brand in the Country

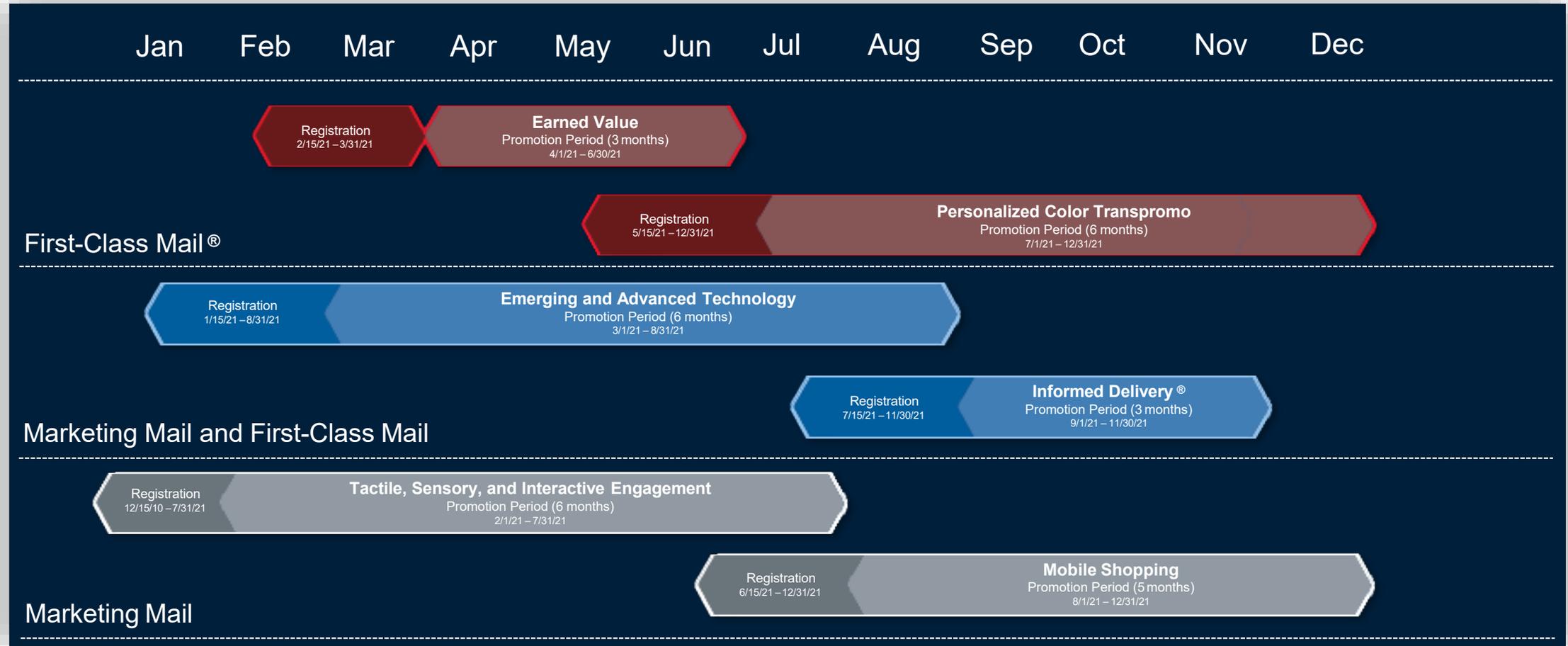


Source: USPS RVC November 2020; Shipping Products includes Package Services and Competitive Mail Shipping Products; Other includes Ancillary Services, Special Services, and Periodicals

# USPS Initiatives

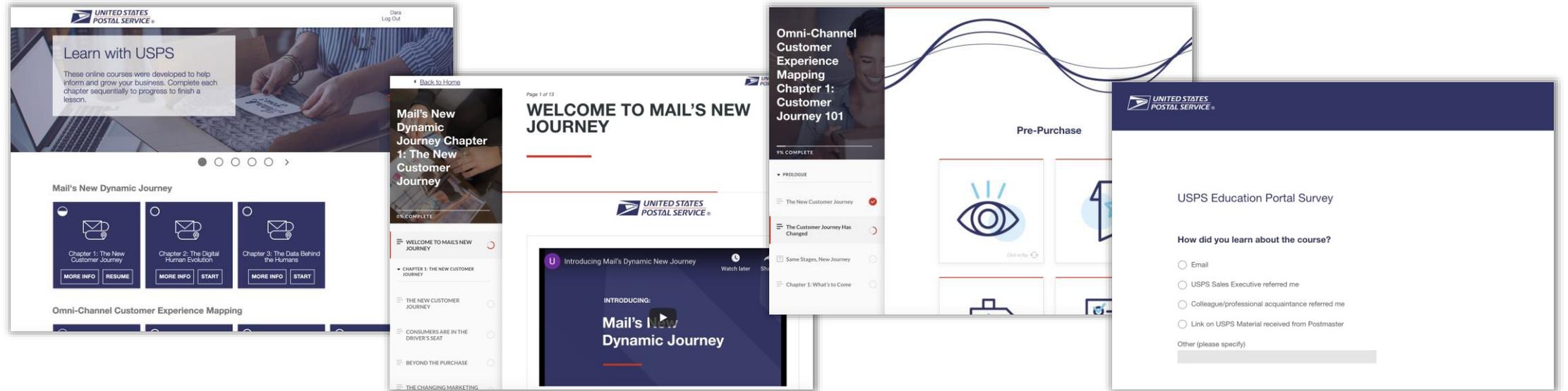
# 2021 Promotions

Increase recipient engagement with the mail piece.  
Increase the response rate and ROI for the mailer.



# Mail Repositioning





■ Marketing - Article | 5-min. read

## UNLOCK THE MARKETING POWER OF FIRST-CLASS MAIL® SERVICE

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Many companies send First-Class Mail to their customers in the form of bills, invoices, receipts, statements, renewal forms or purchase confirmations. This is known as transactional mail.

With USPS®, up to 3.5 ounces of material can be included in the envelope for these types of mailpieces.<sup>1</sup> On average, though, businesses are utilizing only 1 ounce while still paying the price for 3.5 ounces.<sup>2</sup> This is like leaving money on the table—but with a little creativity, transactional mail can be turned into a powerful marketing tool.

■ Marketing - Article | 4-min. read

## THE POWERFUL MARKETING POTENTIAL OF TRANSACTIONAL MAIL

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For businesses today, it's high priority to understand how a customer wants to receive transactional communications. While a variety of digital alternatives have emerged, none of them cater to the basic preference of most customers: they want to receive these documents in the mail.

Transactional pieces like bills, invoices and statements are still the most read and opened pieces of mail: 96% of people open and read bills while 92% open and read statements.<sup>1</sup> Physical documents have value for both the recipient and the sender.

■ Marketing - Article | 3-min. read

## 4 WAYS TO GROW YOUR BUSINESS WITH METERED MAIL

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Mail is a cornerstone for many successful businesses. Sending monthly statements and occasional postcard campaigns helps companies grow and thrive.

As the volume of mail grows, many businesses find it hard to get to a Post Office™ location to calculate the exact postage for each piece. Instead, they estimate postage to save time, which ends up costing them.

One solution to save time and money? A postage meter. This tool makes sending mail quicker, less expensive and more customized. Here, we'll highlight four benefits of having your own postage meter.

For a more in-depth analysis of metered mail's benefits, see our article, "**Metered Mail 101: The Benefits of Digital Meters.**"

■ Marketing - Article | 3-min. read

## DELIVERY® INTERACTIVE CAMPAIGN TODAY

Put your mail in your customers' email with Informed Delivery® from USPS®. Daily emails offer your customers a peek into their mailbox from anywhere and, for you, one mailing delivers two impressions to help achieve your business KPIs.

Here's a step-by-step guide to Informed Delivery® for business mailers.

[Let's go](#)

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### Benefits

Implement an Informed Delivery® interactive campaign. Consumers love it—up to 93% would recommend the service to friends, family, and colleagues.<sup>1</sup>

# Informed Delivery

**32.7M**

Registered Users

**27.1M**

Email-enabled Users

**61.03%**

Average Email Open Rate

**201K+**

Weekly User Registrations

**75,920**

Completed Campaigns

**5,290**

Active Campaigns



# Holiday 2020

## Multi-Channel Campaign Approach – Physical 11/15 – 12/28

### Retail Signage

What's your wish?  
Add Value  
Priority Mail®  
Add Speed®  
Priority Mail Express®

Get your holiday started.  
Ship domestic gifts no later than:  
**Dec 18**  
First-Class Package Service – Retail™  
**Dec 19**  
Priority Mail®  
**Dec 23**  
Priority Mail Express®

**Holiday moments are in the mail.**  
Informed Delivery® notifications let you know when to expect holiday gifts and greetings.  
Sign up for free today at [usps.com/becomeinformed](https://usps.com/becomeinformed)

AN EXCITING NEW MOVIE ABOUT THE MAGIC OF CHRISTMAS  
IN READY-TO-USE EASY-TO-MAKE SETS  
**Dear Santa**  
A FILM BY DAVID BROWNE  
FOR MORE INFORMATION, GO TO [WWW.USPS.COM/DEARSANTA](https://www.usps.com/dearsanta)

GET INCOMING MAIL ALERTS WITH INFORMED DELIVERY®

Send something special.  
Add your personal touch with stamps.  
Shop our selection at [usps.com/addstamps](https://usps.com/addstamps)

### Out of Home

UNITED STATES POSTAL SERVICE®  
**We go the distance to bring you closer.**

LAMAR

## Multi-Channel Campaign Approach – Print

11/15 – 12/28

### Direct Mail



### Print Ad



## Multi-Channel Campaign Approach – Digital 11/15 – 12/28

### Standard Banners



### Email



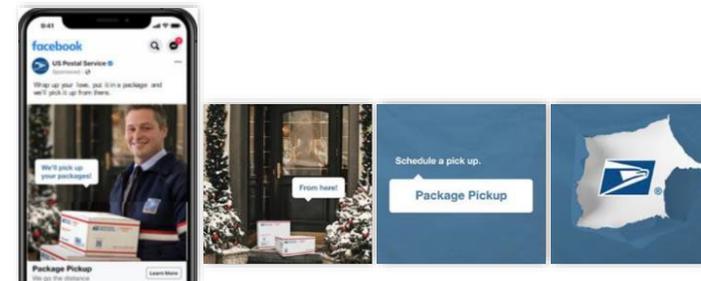
### QR Code Landing Page



### USPS.com Promo Banners



### Social



## Multi-Channel Campaign Approach

11/15 – 12/28



## Multi-Channel Campaign Approach – Blog | Holiday Newsroom | Peek into Peak | Infographics

### 2020 Holiday Newsroom

- Oct 06 – Press Release: Military Shipping Deadlines
- Oct 08 – Press Release: Domestic/Int'l Deadlines
- Oct 13 – Blog: Mailing Tips
- Oct 19 – Blog: Shipping Deadlines
- Oct 26 – Blog: Keeping Packages Safe
- Nov 02– Blog: How to Mail a Package
- Nov 04– Press Release: Shipping Restrictions
- Nov 09– Press Release: Holiday Volume
- Nov 09– Blog: USPS Operation Santa
- Nov 16– Press Release: USPS Operation Santa
- Nov 23– Press Release: Cyber Monday
- Nov 23– Blog: Small Business Saturday
- Dec 04– Press Release: Operation Santa Launches
- Dec 14– Press Release: Busiest Week

[usps.com/holidaynews](https://usps.com/holidaynews)

**HOLIDAY NEWSROOM**

**5 Ways to Protect Mail and Packages**

- Don't leave packages unattended for any length of time.
- Won't be home? Use Hold for Pickup option at [usps.com](https://usps.com)
- Leaving town? Use the USPS Hold Mail® at [usps.com](https://usps.com)
- Use the USPS Tracking® Number.
- Use services like Signature Registered Mail®.

**TIPS TO AVOID A SHIPPING GLITCH**

- Property addresses packages
- Include both "to" and "from" information and only on one side.
- Place a card inside with delivery and return addresses.
- Never guess a ZIP Code™
- Look up a ZIP Code™ at [usps.com](https://usps.com) under Quick Tools. NO ZIP is better than a WRONG ZIP.
- Include return address (e.g. 123 Main St, Apt 456, City, State, ZIP)
- Select a durable box to protect contents
- Priority Mail® and Priority Mail Express® boxes are free at Post Office locations.
- Make sure it weighs 70 pounds or less
- Use an accurate scale to weigh your package.

**HOLIDAY FACTS and INFO**

- Busiest Mailing, Shipping and Delivery Week
- BETWEEN 11.5 AND 12.5 BILLION TOTAL PIECES OF MAIL ARE EXPECTED TO BE PROCESSED AND DELIVERED THIS HOLIDAY SEASON — THE MOST SINCE 2015 (2019: 13B | 2018: 16B | 2017: 15B | 2016: 16B | 2015: 15.5B)
- THE POSTAL SERVICE IS PROJECTING BETWEEN 900 MILLION TO 1 BILLION PARCELS TO BE DELIVERED THIS HOLIDAY SEASON (2019: 812M | 2018: 955M)
- APPROXIMATELY 225 MILLION PACKAGES ARE EXPECTED TO BE DELIVERED ON CYBER MONDAY AND ABOUT THE SAME THE WEEK PRIOR — ROUGHLY 32 MILLION PER DAY
- MORE THAN 11 MILLION PACKAGES ARE EXPECTED TO BE DELIVERED ON SMALL BUSINESS SATURDAY, BEGINNING NOV. 29 (2019: 8M | 2018: 8M)
- APPROXIMATELY 2.9 BILLION PIECES OF MAIL, INCLUDING PARCELS, ARE EXPECTED TO BE PROCESSED AND DELIVERED DURING THE WEEK OF NOVEMBER 23-29
- DEC. 14 IS EXPECTED TO BE THE BUSIEST DAY FOR [USPS.COM](https://usps.com) WITH MORE THAN 13 MILLION USERS PREDICTED TO VISIT ON THAT DAY ALONE | MORE THAN 7 MILLION USERS ON REGULAR DAYS

[USPS.COM/HOLIDAYNEWS](https://usps.com/holidaynews)

**#PostalProud**

**PEEKintoPEAK™**  
A daily look across the district.

**What makes you Postal Proud about Peak?**

Submitted by Joe Dienes, Mail Handler Group Leader, Southern Maine P&DC, Scarborough, ME 04074

Veterans pictured left to right: Randall Graves USN USCG Ret., Emory Arsenault USMC USN, Rick Grenier USAF, Arroyo Maine US Army USAF Ret., Ron News US Army, Bill Strout USN, Mark Moberg USCG, Joe Dienes USAF

Picture yourself here. Email: [PostalProud@usps.gov](mailto:PostalProud@usps.gov)

# Questions +Answers